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Build Big Profits with Live Merchandise!

Buy
Wholesale
Dependable
Nursery
Stock
of
Proven
Merit



Roses
Perennials
Vines
Shrubs
Fruits
Etc.

LIBRARY
MAY 18 1936
U. S. Department of Agriculture

*An Open Letter
to the Trade!*

Gentlemen:

Many of the better stores have through handling Roses and Shrubs for the past number of years found it decidedly profitable, thus continuing to buy from us in increasing quantities year by year.

Owing to the quality of our selected Nursery stock, the modern and practical method of packing, the cultural directions and color reproductions from actual photographs supplied to you, it is now unnecessary for your sales force to have knowledge of plants or planting.

Why not provide a special department to cash-in on this highly profitable line?

Economy Nursery Co.,
Little Silver, N. J.

Selling Helps that include actual photos reproduced in natural colors are sent free with our Roses and Shrubs



For the "Big Money Making Plan"

See Inside

Why These Roses Are Superior



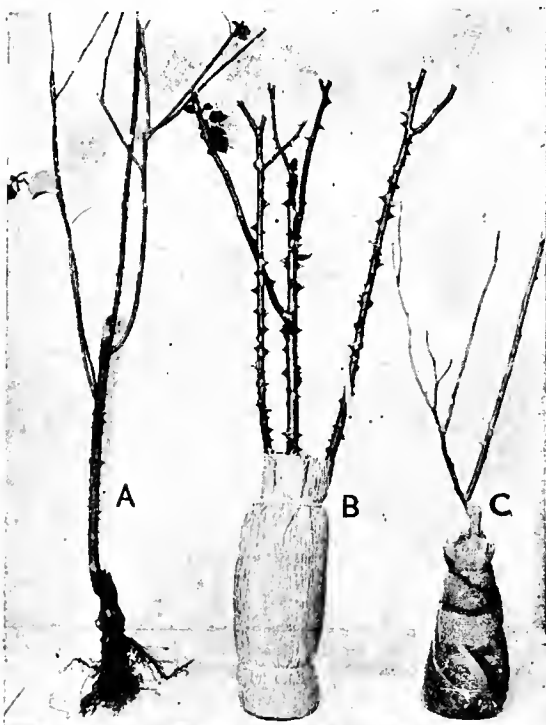
IMPORTANT

We spray our Roses each week during the growing season—hence no fungous diseases.

THE photograph below shows the roses blooming in the nursery a few weeks before digging time. All of the plants were regularly sprayed and pruned; they are now mature, hardy specimens ready to bloom again shortly after transplanting.

The photograph at the left shows how our specimen plants differ from those often sold at "bargain" prices.

- (A) A discarded hothouse rose bush. This plant has been FORCED for several years to produce roses for the Florist Shops. It is now prematurely aged and, therefore, the grower discards it to make room for a younger plant.
- (B) The mature field-grown rose plant, budded on that finest of root systems, Multiflora Japonica. This rose is hardy because it was grown out-of-doors under severe climatic conditions, having withstood severe winter weather. This type of plant is in every respect the hardiest and best for garden planting.
- (C) The immature field-grown rose plant. This type of plant lacks the size and vigor of the mature specimen, it is the so-called "bargain" field-grown rose. This type has not the stamina or hardihood of specimen "B" as it has not been subjected to the severe hardening effect of winter.



ECONOMY NURSERY COMPANY
LITTLE SILVER, N. J.

Guess-Work Removed

MR. BUYER:



ABOVE

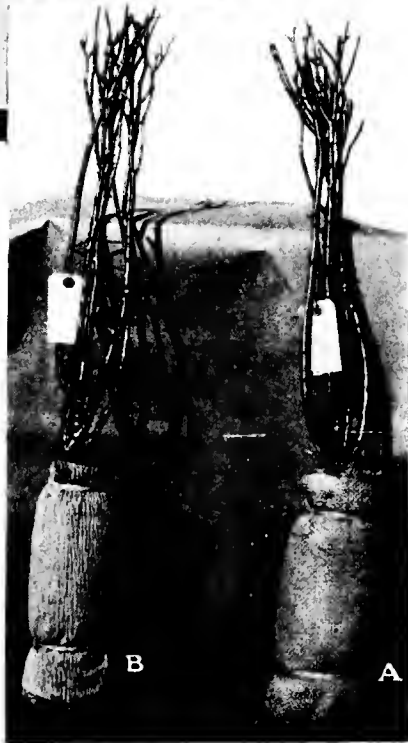
Showing our method of packing in handy corrugated cartons each containing 50 rose bushes. Reduces shipping weight and handling effort. Easily displayed.

AT RIGHT

Showing two standard "Economy" styles of wrappings, both water-proofed. Plants are wax treated.

a. Burlap wrapped plant has an inner wrapping of water-proofed paper.

b. Waterproofed crepe paper wrapped plants.



*Just to Help
You Sell,*

We Supply

Cultural directions in pad form distributed without charge. Tells whole story of planting, culture and care necessary, in simple understandable language. Saves salespeople time.

Faithful reproductions of every item in full color, mounted on heavy display board.

Large wall charts picturing 64 of the best selling and most popular varieties of Roses—in full natural color. An excellent advance aid and guide for selling Rose Bushes.

Newspaper mats—envelope stuffers—*samples without charge.*

Shown on this page are illustrations covering basic, logical steps in the production, handling, packing and merchandising of nursery products—particularly Rose Bushes. These show Rose Bushes in various price ranges—and simplify therefore your buying procedure.

Increased facilities—plus natural growth enable us now, as never before to supply the trade with complete Spring Nursery Department requirements—at prices that were never lower.

Backed by over a half century of successful nursery products merchandising experience, we can show you how to stage resultful, profitable garden promotions. Some of our past and recent Store promotion plans have won country wide editorial feature stories in trade journals and newspapers.

Right up to the minute in packaging developments—some of which are shown on this page—plus high grade field-grown nursery stock—and a service that cannot be duplicated—these are just a few of the reasons why we believe we can help build up and boost your Garden Department sales. Let us prove it!



"SUR-GRO" individually boxed Rose. This is the same plant as illustrated in "A" or "B" above—but individually boxed with picture in natural colors showing variety of Rose—Packed 20 in a handy shipping carton.

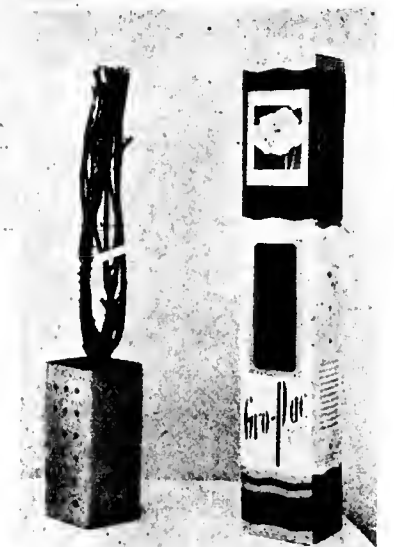


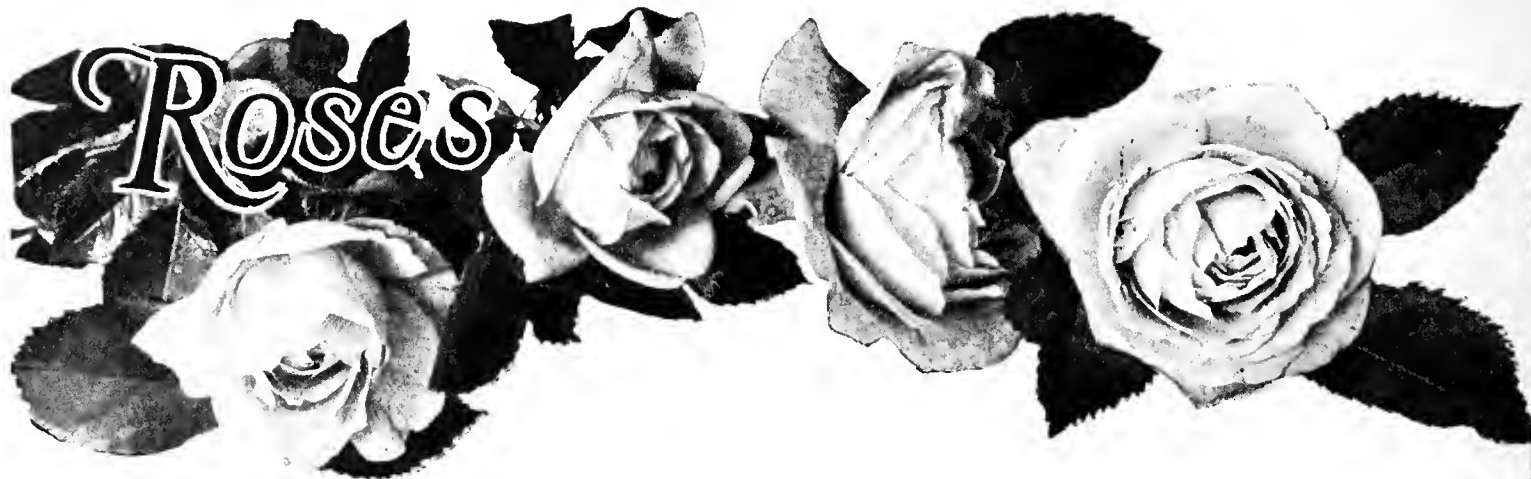
A "GRO-PAC" Rose—dug from its growing location three months after planting. Note vigorous growth of root system fully developed in this short time due to large amount of plant food originally supplied in the package.

"GRO-PAC" individually boxed Rose—pre-planted under our own patents with ideal garden soil encased about the roots. Illustration shows complete plant inner packing—soil is held firmly in special container of material which quickly disintegrates and becomes part of the soil when planted. Packed 15 in a handy shipping carton.

ECONOMY NURSERY Co.

LITTLE SILVER — NEW JERSEY





These special prices cover nothing but selected field-grown plants such as can be depended upon to produce almost immediate and thoroughly satisfactory results, shipped f.o.b. destination, freight allowed.

Quantities of printed Cultural Directions for distribution to customers, mats for newspaper advertising, statement stuffers, also pictures in natural colors, covering each item, mounted on display-board, furnished with each order at no additional charge.

If colored picture tags are desired, we will furnish them at 3/4¢ per plant additional.

Those varieties marked (*) we especially recommend as being most desirable, same having been determined by our past and long experience.

HARDY FIELD-GROWN ROSES - First-class plants sufficiently heavy to bloom freely the same season planted, root-wrapped, @ 18¢ each. Packed in individual boxes, @ 20¢ each.

Also extra heavy, selected field-grown, (occasionally offered as three year grade) plants, root-wrapped, @ 22¢ each. Packed in individual "Sur-Gro" boxes, 25¢ each. (see illustration)

BUSH ROSES - TWO-YEAR, FIELD-GROWN, STRONG,

VIGOROUS STOCK.

SHADES OF RED



E. G. Hill.

*American Beauty
 *Ami Quinard
 *Chas. K. Douglas
 Crusader
 Cuba
 *E.G. Hill
 Essence
 *Etoile de France
 *Etoile de Hollande
 F.J. Grootendorst
 *Francis Scott Key
 General Jacqueminot
 General Mac Arthur
 Grenoble

*Gruss an Teplitz
 *Hadley
 Hollywood
 Hoosier Beauty
 K. of K.
 Lord Charlemont
 *Margaret McGredy
 McGredy's Scarlet
 *Padre
 *Red Radiance
 *Sensation
 Ulrich Brunner
 Vaterland



BUSH ROSES - TWO-YEAR, FIELD-GROWN, STRONG, VIGOROUS STOCK



LADY MARGARET STEWART

SHADES OF YELLOW

Dotty
*Duchess of Luxembourg
Duchess of Wellington
Feu Joseph Looymans
Golden Ophelia
Golden Dawn
*Joanna Hill
*Julien Potin
Lady Forteviot
*Lady Hillingdon
*Lady Margaret Stewart
Mrs. Aaron Ward
*Mrs. E.P. Thom

*Mrs. Pierre S. Dupont
Norman Lambert
*Rev. F. Page-Roberts
Romance
Roselandia
Roslyn
Sister Therese
Soleil d'Or
*Souv. de Claudius Pernet
Souv. de Mme. Chambard
*Sunburst
Sunkist
Ville de Paris



BRIARCLIFF

SHADES OF PINK

*Betty Uprichard
*Briarcliff
*Columbia
Dainty Bess
*Dame Edith Helen
*Edith Nellie Perkins
Editor McFarland
Imperial Potentate
J. Otto Thilow
*Jonk. J.L. Mock
Killarney
Killarney Brilliant
La France
*Los Angeles
Lucie Marie

*Mary, C. of Ilchester
Miss Rowena Thom
*Mme. Butterfly
Mme. Caroline Testout
*Mrs. Charles Bell
Mrs. Henry Bowles
Mrs. Henry Morse
Mrs. Lovell Swisher
Ophelia
Paul Neyron
Premier Supreme
*Radiance
Rapture
Wm. F. Dreer
*Willowmere

SHADES OF WHITE

*Caledonia
*Dbl. White Killarney
Edel
*F.K. Druschki

*K.A. Victoria
Mme. Jules Bouche
Portadown Ivory

AUTUMN, OR ART SHADES

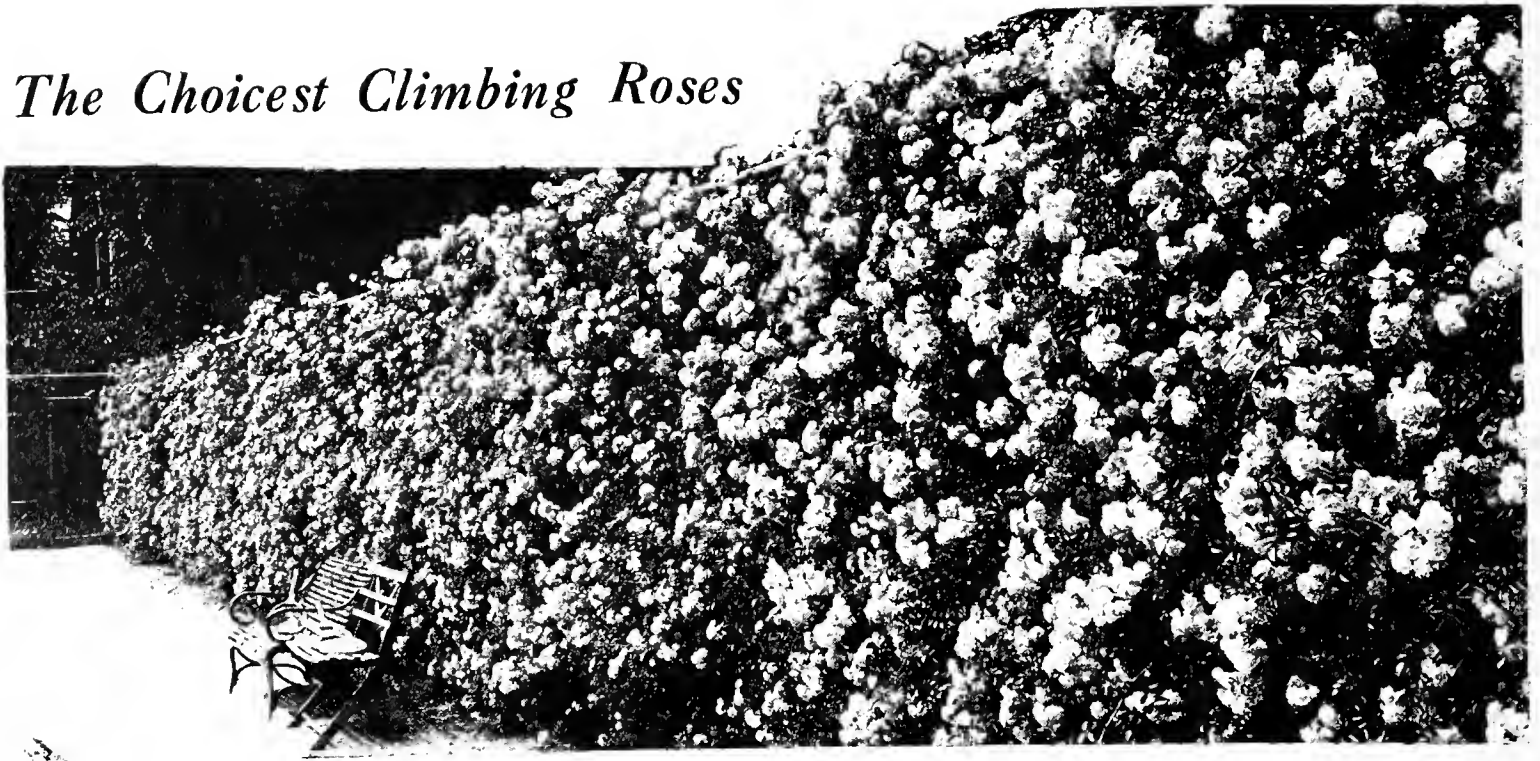
*Angele Pernet
*Autumn
*Charles P. Kilham
Condesa de Sastago
*Duchess of Athol
Duquesa de Penaranda
Gaiety
Gorgeous
*Gruss an Coburg
Independence Day
Leonard Barron

Li Bures
Mme. Nicholas Aussell
*Mevr. G.A. Van Rossem
*Mme. Edo. Herriot
Mrs. Sam McGredy
Mrs. W.E. Nickerson
Olympiad
*Pres. Herbert Hoover
Souv. de Georges Pernet
*Talisman
Wilhelm Kordes



Mevrouw G. A. van Rossem

The Choicest Climbing Roses



CLIMBING ROSE BUSHES - Strong two-year, field-grown plants, root-wrapped, @ 18¢ each. Individually boxed, 20¢ each. Also, extra-selected two-year old, field-grown plants, root-wrapped, @ 22¢ each. Individually boxed, 25¢ each.

American Pillar (cherry-pink)
 Aviateur Bleriot (yellow)
 *Cl. Amer. Beauty (crimson)
 Cl. Pres. H. Hoover (maroon)
 Cl. Talisman (red & gold)
 Crimson Rambler (vivid crimson)
 Dorothy Perkins (shell pink)
 *Dr. W. Van Fleet (flush pink)
 Excelsa (intense crimson)
 Flower of Fairfield (crimson)
 *Gardenia (yellow)

Jacotte (coppery-yellow)
 Lady Gay (pink)
 Mary Wallace (pink)
 Mme. Greg. Staechelin (pink)
 *Paul's Scarlet (scarlet)
 Roserie (shades of pink)
 Scorchers (scarlet)
 *Silver Moon (white)
 *Tausendschon (pink)
 White Dorothy Perkins

BABY RAMBLER, OR POLYANTHA ROSES - Rapidly coming into popularity. Field-grown plants sufficiently heavy to bloom the same season planted @ 18¢ each. Also extra-heavy two-year field-grown plants @ 22¢ each.



Crimson Baby Rambler (red)
 Else Poulsen (rose-pink)
 George Elger (yellow)
 Gloria Mundi (orange-scarlet)
 Golden Salmon (orange)
 Gruss an Aachen (orange-salmon)
 Ideal (dark scarlet)
 Katharina Zeimet (white)
 Kirsten Poulsen (bright scarlet)
 Lafayette (cherry-crimson)

BABY RAMBLER

WHOLESALE AND RETAIL PRICES ON PATENTED ROSES

WHOLESALE PRICES are uniform everywhere.



CLIMBING ROSE, "BLAZE"

New Everblooming Paul's Scarlet Climber.
Awarded U. S. Plant Patent No. 10.



VIVID MASON

WHEN ORDERING LESS THAN
FIVE OF A VARIETY, ADD
10% TO THE PRINTED PRICE

<u>Variety</u>	<u>Wholesale Prices</u>	<u>Retail Prices</u>
Alezane	\$.75	\$ 1.25
Alice Harding	1.20	2.00
Amelia Earhart75	1.25
Anne Poulsen60	1.00
Better Times75	1.25
Blaze60	1.00
Carillon60	1.00
Countess Vandal60	1.00
Doubloons90	1.50
Eclipse90	1.50
Gloaming75	1.25
Gloire du Midi60	1.00
Golden Climber60	1.00
Golden Main90	1.50
Gov. Alfred E. Smith60	1.00
Jean Cote	1.20	2.00
Mary Hart60	1.00
Matador75	1.25
McGredy's Pink90	1.50
McGredy's Triumph90	1.50
Mrs. Francis King75	1.25
New Dawn90	1.50
Nigrette60	1.00
Permanent Wave60	1.00
Polar Bear60	1.00
Princess Van Orange60	1.00
Radiant Beauty75	1.25
Rex Anderson90	1.50
Rheingold60	1.00
Rochester60	1.00
Rocket60	1.00
Rome Glory	1.20	2.00
Ronsard90	1.50
Signora90	1.50
Snowbank60	1.00
Souvenir60	1.00
Summer Snow90	1.50
Texas Centennial36	.60
Token75	1.25
Vivid Mason60	1.00
White Aachen60	1.00
White Briarcliff75	1.25
Yosemite60	1.00

RETAIL PRICES. It is the established policy that purchasers of these patented and nationally advertised roses shall not list or sell them at less than the per each or per dozen retail prices as established for the current season (not less than three of a kind at dozen rates) or include them in any group, collection or combination offers except in connection with other patented roses, the retail selling prices of which are definitely established, and then only in groups of not less than three patented plants and at a total selling price for the group figured at not less than the dozen rate of each plant in the group - also that these patented plants are not to be featured as a premium in any instance and that failure to comply with this policy will result in discontinuance of the supply.

Hardy Flowering Shrubs

VARIETY

EXTRA SELECTED
HEAVY GRADE

SELECTED
STANDARD GRADE

(GROUP A)

(Individually Root-Wrapped)

Althea, Rose of Sharon
Buddleia Farquhari
Deutzia, Crenata
Deutzia, Pride of Rochester
Forsythia, Golden Bell
Honeysuckle Bush
Indian Currant
Philadelphus, Mock Orange
Snowberry
Spiraea Anthony Waterer
Spiraea Van Houttei
Tamarix
Weigelia Rosea
Willow, Pussy

16¢

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12¢

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(GROUP B)

Calycanthus
Cydonia Japonica
Dogwood, Red Bark
Golden Privet
Lilac, Purple
Spiraea Thunbergii

20¢

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15¢

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(GROUP C)

Barberry, Red-leaf
Lilac, White
Weigelia, Eva Rathke

22¢

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"

16¢

"

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(GROUP D)

Almond, Pink Flowering
Almond, White Flowering
Beauty Bush
Hydrangea, A.G.
Hydrangea, P.G.
Lilac - French, Purple
Lilac - French, Red
Lilac - French, White
Philadelphus Virginale
Viburnum, Opulus Sterilis

28¢

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22¢

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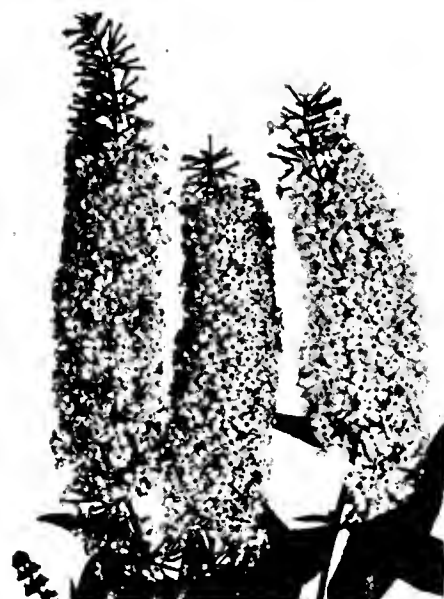
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Butterfly Bush



French Lilac



(Weigelia Eva Rathke)



Economy Nursery
Co. Storage House
—Over 260,000 Cu.
Ft. Capacity.

HARDY CLIMBING VINES

(Individually Root-Wrapped)

Bittersweet	16¢
Boston Ivy	18¢
Clematis, Blue	20¢
Clematis, Paniculata	16¢
Clematis, Red	20¢
Hall's Honeysuckle	16¢
Scarlet Trumpet Honeysuckle	16¢
Silver Lace Vine	22¢
Trumpet Vine	16¢
Virginia Creeper	16¢
Wisteria, Purple	18¢
Wisteria, White (extra large)	30¢



DWARF TREES

(Individually Root-Wrapped)

SWEET AUTUMN CLEMATIS (*Clematis paniculata*)



Cornus Florida Rubra, 18-24"	\$.60
Cornus Florida Rubra, 2-3'80
Cornus Florida Rubra, 3-4'	1.25
Cornus Florida Rubra, 4-5'	2.25
Cornus Florida, White, 4-5'75
Crab, Dbl. Flowering, 3-4'75
Crab, Dbl. Flowering, 4-5'90
Kwanzan Cherry, 3-4'75
Kwanzan Cherry, 4-5'85
Lombardy Poplar, 5-6'25
Lombardy Poplar, 6-8'35
Maple, Jap. Red-leaf, 18-24"	1.00
Maple, Jap. Red-leaf, 2-3'	1.50
Mountain Ash, 5-6'75
Paul's Scarlet Hawthorne, 3-4'75
Paul's Scarlet Hawthorne, 4-5'	1.00
Peach, Dbl. Flowering 3-4'25
Peach, Dbl. Flowering, 4-5'35
Prunus Pissardi, 4-5'40



Hedge Plants

Barberry, 9-12" - 2 year	\$25.00 M.
Barberry, 12-18" - 2 year	30.00 M.
Barberry, 18-24" - 2 year	45.00 M.
Barberry, 12-18" - Transplanted	70.00 M.
California Privet, (Special Bargain Grade) 2 year - 12-18"	12.00 M.
California Privet, 12-18"	15.00 M.
California Privet, 18-24"	20.00 M.
California Privet, 2-3'	30.00 M.



Fruit Trees

All Popular Varieties, First-
Class Trees

Apple, Baldwin45
Apple, Delicious45
Apple, McIntosh45
Apple, Grime's Golden45
Apple, Staymen's Winesap45
Apple, R.I. Greening45
Apple, Yellow Trans.45
Cherry, Black Tartarian60
Cherry, Early Richmond60
Cherry, Gov. Wood60
Cherry, Montmorency60
Cherry, Yellow Spanish60
Peach, Belle of Georgia33
Peach, Early Crawford33
Peach, Elberta33
Pear, Bartlett60
Pear, Kieffer60
Pear, Seckel60
Plum, Abundance50
Plum, Blue50
Plum, Bradshaw50
Plum, Burbank50
Plum, Grand Duke50
Plum, Reine Claud50
Plum, Shropshire Damson50

GRAPE VINES

Grape, Catawba09
Grape, Concord09
Grape, Niagara09

SMALL FRUITS

Asparagus (25 in Bunch)30
Blackberry, Blowers07
Currant15
Gooseberry, Downing15
Raspberry, St. Regis (12 in Bunch)..	.40
Rhubarb10
Strawberry, Mastodon (12 in Bunch)..	.20

HARDY PERENNIALS

Strong blooming age plants @ 9¢ each
except as noted.

(Individually Root-Wrapped)

Asters, Hardy
Astilbe, Peach Blossom @ 12¢
Anemone, Japonica @ 12¢
Balloon Flower (Platycodon)
Bleeding Heart (Dicentra) @ 12¢
Blue Sage (Salvia)
Canterbury Bells
Carnations, Hardy
Chrysanthemums
Columbine
Coreopsis
Cornflower Aster (Stokesia)
Delphinium, Dark Blue
Delphinium, Light Blue
Delphinium, Hybrids
Forget-Me-Not
Foxglove
Gaillardia
Golden Glow
Helenium
Helianthus
Hemerocallis
Hollyhocks
Iris, Garden
Iris, Japan
Larkspur
Lily of the Valley
Lupines
Mallow Marvels
Oriental Poppy @ 12¢
Painted Daisy
Peonies @ 12¢
Pinks, Hardy
Phlox
Shasta Daisy
Speedwell (Veronica)
Sweet William
Violets, Hardy
Yucca, Green-leaf
Yucca, Variegated-leaf @ 12¢



PHLOX

DELIVERY! Every repeat order during your rush season will leave the nursery within 2 hours after arrival .. and by EXPRESS COLLECT unless instructed otherwise.

PACKING! The roots are protected with a special moisture-holding peat, then wrapped in waterproof paper. Each package is identified with a label, and is neat and clean.

DISPLAY! Each unit of 25 roots is delivered to you in a counter carton made of green fibre-board. Your counters are orderly, and attractive.

VARIETIES! Those listed on the opposite side have been the most popular in the past, however, if you want any varieties not listed, please write to us for further information.

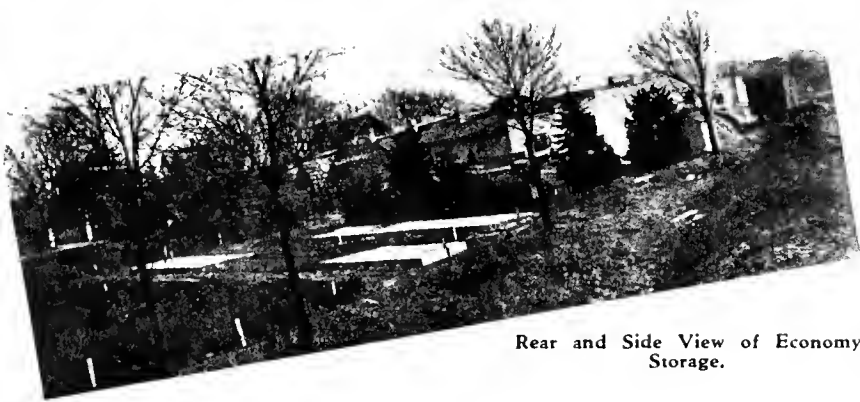
ECONOMY NURSERY COMPANY

LITTLE SILVER, N. J.

An organization devoted to the efficient handling of large quantity orders



Front View of Economy Storage House.



Rear and Side View of Economy Storage.

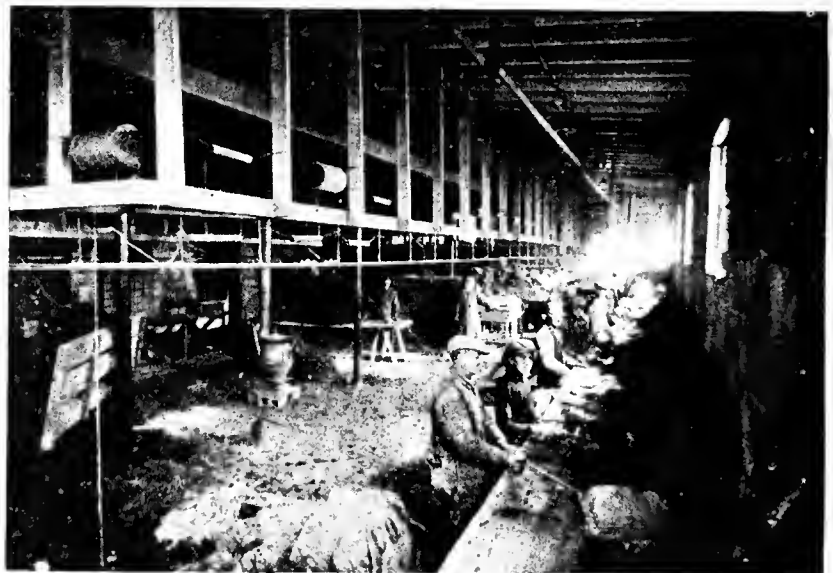


Rear View of Economy Storage House Showing Railroad Siding and Car Being Loaded.



Bins of Roses in Economy Storage.

Our packing plant is situated on railroad siding for prompt and efficient service, and includes overhead conveyances and other modern ideas for quick marketing.



Boys Wrapping Roses in Economy Storage, Showing Label Racks in Rear. Also Conveyor for Transporting Stock.